

Rep Order# 9853257 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM
Last Received: 10/28/2012 3:08 PM
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 60S
Estimate# 2265
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2265
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	7P-730P	TWC & A HALF MEN	:60	\$250.00	10/30-11/05	1 P4	1	1	\$250.00	
	3	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:60	\$150.00	10/30-11/05	1 P3	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 2 / \$400.00

---SALES MONTHLY TOTALS---

Nov 12: 2 / \$400.00
Sales Totals: 2 / \$400.00
Station Totals: 2 / \$400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$40,000	CABL 0%	EKRC 1%	UNKN 99%	WBQC 0%	WCPO 0%
		WKRC 0%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null
Demos RA35+

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ORDER



Orders

Order / Rev: 68915
Alt Order #: 09853257
Product Desc: OBAMA 60S
Estimate: 2265
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

CW Cincinnati
 Millennium Washington DC
 MNAT
 National

Primary AE:
Sales Office:
Sales Region:

Agency

Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-4
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	2	\$400.00	\$340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$400.00	\$340.00	0.00
Totals	2	\$400.00	\$340.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CW Cincinnati	1%	\$400.00
Market	100%	\$40,000.00

Competitive Share

	Share	Total
UNKWN	99%	\$39,600.00
WCPO	0%	\$0.00
WKRC	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	EKRC	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	1:00	1	\$250.00	P-4	0.00	NM	1	\$250.00
TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	MTWTF--	1	\$250.00	0.00									
E 2	EKRC	10/30/12	11/05/12	M-F 1105p-1135p M-F 1105p-1135p	CM	1105p-1135p	MTWTF--	1:00	1	\$150.00	P-3	0.00	NM	1	\$150.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	MTWTF--	1	\$150.00	0.00									
Totals														2	\$400.00